Pathmark Stores Inc.

RJR 1997 PROMOTION CALENDAR

January	February	March	April
Accrual/Defense Program **Start Date** **End Date**	**Accrual/Defense Program** Start **Date** End **Date**	**Accrual/Defense Program** **Start Date** 3/1/97 **End Date** 3/29/97 WINSTON $2 "Buy Down"	**Accrual/Defense Program** Start **Date** End **Date**
Value Added Promotion Temp. Display Approved	**Value Added Promotion** Temp. Display Approved	**Value Added Promotion** Temp. Display Approved	**Value Added Promotion** Temp. Display Approved
Doral or Forsyth Programs **Start** Date **End** Date	**Doral or Forsyth Programs** **Start Date** End **Date**	**Doral or Forsyth Programs** Start **Date** End Date DORAL Carton Onsert Mailin offer plus $2.00 carton coupon Floor Display Program Coupons placed at warehouse level	**Doral or Forsyth Programs** Start **Date** End Date
Other Programs **Start Date** 1/1/97 **End Date** Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	**Other Programs** **Start Date** **End Date** Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	**Other Programs** **Start Date** End **Date** Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	Other **Programs** Start **Date** **End Date** Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)

Contract Information
RJR Meeting Competition NSS Contract Level I $ 125 per store per month

Chain Involvement on Specific Program or Promotion
Placement of DORAL Onsert and $2 carton coupon at warehouse level. Payment of $28 per 12m² (60 cartons) case.
WINSTON "Buy Down" handled through Pathmark scanning system. Payment made after program completion based on scan data.

RJR Manager Nick Kuruc
Voice Mail # 1-800-RJR Talk 43778

Retailer _____
Date _____

Calendart 51846 5017 1/6/97

Source: https://www.industrydocuments.ucsf.edu/docs/gqky0000

Pathmark Stores Inc. (Chain ID # 0522-00-00)

RJR 1997 PROMOTION CALENDAR

March	April	May	June
Accrual/Defense Program Start Date 3/2/97 End Date 3/26/97 WINSTON $2 On Carton Coupon Automatic Distribution to 50 stores. Place floor display in designated stores	**Accrual/Defense Program** Start Date 4/1/97 End Date 4/30/97 WINSTON $.20/pack or $2/carton Electronic Coupon Program (scanning buy down)	**Accrual/Defense Program** Start Date End Date	**Accrual/Defense Program** Start Date End Date
Value Added Promotion Temp. Display Approved	**Value Added Promotion** Temp. Display Approved	**Value Added Promotion** Temp. Display Approved	**Value Added Promotion** Temp. Display Approved
Doral or Forsyth Programs Start Date End Date	**Doral or Forsyth Programs** Start Date End Date	**Doral or Forsyth Programs** Start Date End Date	**Doral or Forsyth Programs** Start Date End Date
Other Programs Start Date 3/1/97 End Date 3/26/97 Marlboro Defensive Couponing	**Other Programs** Start Date End Date	**Other Programs** Start Date End Date	**Other Programs** Start Date End Date

Contract Information
Contract Type: Traditional Carton Meeting Competition Non Self Service; MCNSB (payment $61/month); CT Outlet E11 Plan MC ($84/month)
Selected stores: Retail Accrual Program CTN AC MAT L1B

Chain Involvement on Specific Program or Promotion
Chain provides free advertising/placement in Electronic Coupon Book.

RJR Manager Nick Kuruc
Voice Mail # 43778

Retailer _____
Date _____

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3/17/97

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